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Beverly Hills Enjoys Dogs' Day of Summer at Woofstock 90210

*Thousands of People and their Four-Legged Friends had a Pawsome Time
at Annual Pet Extravaganza*



Beverly Hills, Calif. – On Sunday, June 26, the City of Beverly Hills celebrated the 8th annual Woofstock 90210 with approximately 3,600 people and their pets at Roxbury Park's Wiggly Field. With the spotlight on pet adoptions and rescues, 49 pets were adopted, making this the most successful Woofstock 90210 yet. Bill Crowe of the Pet Care Foundation said, "It was a very busy day with many rescue groups as well as the LA City shelters participating. Thanks to everyone at the City of Beverly Hills for being so organized and getting the word out -

everyone had a great day."

In addition to the pet adoptions, this exciting day-long festival featured 45 pet-related vendors and specialty booths, five food trucks, and a whole lot of fun for the whole family. Vendors distributed free product samples and treats; pet advocates brought about awareness of pet cruelty and abuse; merchants sold pet products and accessories; and there were an abundant of pet service providers showcasing their specialties, including in-home doggie massages. The canine crews of Disc Dogs entertained the crowd with dog performances in agility and athleticism.

Event highlights included dog weddings, celebrity dogs Maxx and Gentleman Norman, and the pet parade and talent show competition. The awards for Su"Paw" Heroes went to Cosie, a Labrador Retriever and owner Shannon Miller; and, Izzy, a Maltese/Terrier, and owner Emily Wolken. Most Creative went to Xander, a Labrador Retriever and owner Tony Krantz. The winner of Baseball Dog of Fame went to Lucy, a Beagle and owner Luke Morgan. The winners for "Most Talented" pooches went to Charles Bond Trojan, a Chihuahua and owner Joe Trojan; and, Cally, a mixed breed and owner Paul Caplan Bonnett. Winners received gift certificates to Pussy & Pooch and Dog Vacay and Dyson Vacuum. Other prize drawings included Paul Mitchell Pet products, The Dog Wedding DVDs, Citydog! Club gift certificates, Bark Box and Dyson Vacuum.

The new Beverly Hills Community Dog Park opening in late summer on Foothill Road and Alden Drive had representatives at a booth to answer questions and take donations that will help enhance the park with trees, benches, agility features and more. To date, over \$180,000 has been donated to the Dog Park. If you would like to make a donation, visit www.beverlyhills.org/dogpark.

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Woofstock 90210 wouldn't be possible without its sponsors: Gold sponsors: Honorable Lili and Jon Bosse, Subaru Santa Monica, VCA West Los Angeles Animal Hospital. Silver Sponsors: Pussy & Pooch and The Dog Wedding Movie. Bronze Sponsors: The Amanda Foundation, Animal Dermatology Clinic – Marina del Rey, Animal Services Dog Training, Beverly Hills Small Animal Hospital, Centinela Feed and Pet Supplies, Citydog! Club, Healthy Spot, Just Food for Dogs, LA Pet Memorial Park. Pet Care Foundation and Wallach, Koogler & Cloud Productions are proud contributors and supporters of Woofstock90210.

Watch for details on 2017 Woofstock 90210 on the City's website, www.beverlyhills.org/woofstock90210 or call 310-285-6830.

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